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MAY 25 2004

To: Jonathon Ouellette and John Weiss  
USPTO/Art Unit 3629

From: Steve Morsa/Application 09/832,440

05/04/2004

OFFICIAL

Just wanted to thank you both for taking time to review my application with me this afternoon. I know you're very busy, and I appreciated the opportunity to share our respective thoughts, positions, and reasonings with each other.

While we do differ on the propriety of combining the College Board and Baker references, and whether or not a prima facie case of obviousness has been established; upon reflection on today's phone conference, it does seem to me that we very likely could/may have common ground in taking a look at the objective evidence of non-obviousness.

Since such common ground/agreement would, as I understand it, render moot both of our "reference combination" and "prima facie" case differing viewpoints; may I respectfully request that the substantial objective evidence of non-obviousness which I've both previously supplied (and which we discussed this afternoon) be (re)considered as you decide whether or not to allow my application without us having to resort to the time-consuming appeal process for resolution?

To recap, the objective evidence we spoke about earlier today includes *New and Unexpected Results*, *Commercial Success*, *Long-Felt and Unsolved Need*, *Synergism*, *Multiplicity of Steps Required*, *Competitive Recognition*, *Assumed Insolubility*, *New Principle of Operation*, *Different Problem Solved*, *Lack of Implementation*, *References Teach Away From the Combination* (such *Teaching Away* made clear from page 2 of the College Board screen print, which indicates that College Board is negatively and self-limited only to the identification of and locating of non-college educational financial aid for individuals; therefore in fact directing College Board away from a combination with any reference of any type; including of course the Baker reference).

As you'll see, the GovBenefits (400,000+ system users/month!) and BenefitsCheckUp (35,000+ system users/month!) compelling evidence I'm Faxing over to you with this letter readily supports *New and Unexpected Results*, *Commercial Success*, *Synergism*, *Competitive Recognition*, *New Principle of Operation*, *Different Problem Solved*; while the numerous evidentiary articles in my IDS readily supports *Long-Felt and Unsolved Need*, *Assumed Insolubility*, *Different Problem Solved*, *Lack of Implementation*.

During a time (the mid-1990's through 2000) when the PTO processed/issued over 10,000 705-class applications/patents . . . when virtually 1,000's of intelligent, creative, forward-thinking people and businesses (and colleges!) throughout the Western World worked feverishly coming up with, developing, and launching new businesses/business methods . . . when some billions of venture capital were invested (and thrown at) virtually any business idea having anything to do with the Internet . . . through all this explosion of never-before-seen creative activity . . . with no one else coming up with such a valuable and useful method as the applicant has done . . . could this invention really be anything but non-obvious?

Thank you both again for your time and consideration,



Steve Morsa  
(805) 495-5025

Received on  
5-25-04

[back](#)[print](#)**LATEST NEWS****Expanding Your Benefits Connection, GovBenefits.gov Second Anniversary April 29, 2004**

GovBenefits.gov is expanding your benefits connection! As the two-year anniversary of the award-winning GovBenefits.gov website is celebrated, we are pleased to announce that the site is expanding to better serve you. The new GovBenefits.gov includes Spanish-language content with the debut of GovBenefits.gov En Español and additional State program information. The new GovBenefits.gov site was redesigned to make it easier for you to find the government benefit and assistance programs that meet your specific needs. In addition to all citizen-focused Federal benefit programs, GovBenefits.gov contains benefit program information from all 50 U.S. States, helping citizens across the country save time and avoid the hassle of trying to figure out which government agency to contact for assistance.

The expansion of GovBenefits.gov increases the ability of the site to help citizens learn more about the government benefit and assistance programs that may be available to them. GovBenefits.gov En Español offers Spanish-speaking communities even greater access to Federal and State benefit programs, while the expanded State benefit information gives citizens additional avenues to locate State-level assistance programs.

Since its launch in April 2002, GovBenefits.gov has provided more than 10 million visitors with information on government benefit and assistance programs, and generated nearly 1.7 million citizen referrals to benefit programs. GovBenefits.gov contains information on more than 500 Federal and State benefit and assistance programs.

For information about the GovBenefits.gov Second Anniversary Event, please contact us via email at [GovBenefitsMedia@dol.gov](mailto:GovBenefitsMedia@dol.gov).

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[back](#) [print](#)**PRESS RELEASE**• **Nov 13, 2003****GovBenefits.gov Adds New State Programs and Redesigns Homepage; Site Now Includes Information on 48 State and 419 Federal Programs**

WASHINGTON -The U.S. Department of Labor, in conjunction with the Office of Management and Budget, today announced the launch of a new version of GovBenefits.gov, a Web site developed to serve citizens as the first government-wide resource for citizen benefit information and eligibility screening. In addition to all citizen-focused federal benefit programs, this new version of GovBenefits.gov also includes state benefit programs from: Alabama, Arizona, Arkansas, California, Colorado, Georgia, Indiana, Iowa, Kentucky, Michigan, Minnesota, New Mexico, North Carolina, North Dakota, Ohio, Oklahoma, Pennsylvania, South Carolina, South Dakota and Utah. The State benefit program information that can now be found on the site includes: Food Stamps, Medicaid, Temporary Assistance for Needy Families and State Children's Health Insurance Programs. With these enhancements, GovBenefits.gov has taken concrete steps toward providing a single place for both Federal and State benefit program information.

GovBenefits.gov has also undergone important upgrades:

**Homepage Redesign** - Includes new look and feel, and more ways for visitors to obtain Federal and State benefit information.

**More Streamlined Questionnaire** - Results in significantly fewer questions for visitors to answer and allows visitors to stop at any time while completing questionnaire and see what benefits are available up to that point.

**Greater Access** - Provides additional ease of use for those who employ screen readers or other assistive devices.

**GovBenefits.gov Survey** - Helps measure customer satisfaction and guide future improvements.

To view all of these the new site features, visit: <http://www.govbenefits.gov/>.

"GovBenefits.gov is dedicated to making government benefit information easier for citizens to obtain" said Patrick Pizzella, Assistant Secretary for Administration and Management and Chief Information Officer at the Department of Labor. "One important way the site has done that is by exploring the previously uncharted territory of providing a single place for both Federal and State benefit program information."

GovBenefits.gov is one of 24 key initiatives that comprise the President's E-Government Strategy, an integral part of President Bush's Management Agenda, which focuses on: creating a more accessible government, saving taxpayer dollars, and streamlining citizen-to-government transactions. GovBenefits.gov is the collaborative effort of 10 federal agencies including: Departments of Labor (managing partner), Agriculture, Education, Energy, Health and Human Services, Housing and Urban Development, State, Veterans Affairs, Homeland Security, and the Social Security Administration.

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## The National Council on the Aging

Press Room: News Archive

### BenefitsCheckUp® Tops One Million Mark September 16, 2003

**WASHINGTON, DC** -- Since its national launch in June 2001, BenefitsCheckUp - the first Web-based service designed to help older Americans, their families, caregivers and community organizations determine quickly and easily what programs and benefits seniors may qualify for and how to claim them - has issued more than one million eligibility reports.

"This is a significant milestone, but we have a long way to go" said NCOA President James Firman. NCOA and its partners, including America Online's corporate investment department that hosts BenefitsCheckUp on a pro bono basis, anticipate that five million will use the service over the next four years.

More than 100,000 seniors have found significant prescription savings using BenefitsCheckUpRx, a new feature added in February that allows you to search only for savings programs related to medications.

BenefitsCheckUp is a free and confidential service which can be accessed through the Internet at [www.benefitscheckup.org](http://www.benefitscheckup.org). When visiting the site, users complete a brief questionnaire which generates a personalized report specifying a list of programs they may be eligible for and detailed instructions on how to enroll.

Among the programs included are those that help seniors find income support, prescription drug savings, government health programs, energy assistance, property tax relief, nutrition programs, in-home services, Veteran's programs as well as volunteer, educational and training programs.

Of all persons screened thus far, some 26 percent were eligible for, but not receiving food stamps, and 17 percent were eligible for, but not receiving Medicaid. Almost 40 percent were eligible for Weatherization benefits.

A national mobilization effort to expand the reach of the site now involves hundreds of organizations and provides outreach to low-income seniors. There are currently grassroots programs in Baltimore, Chicago, Cleveland, Dallas, Denver, Philadelphia, and the state of Washington. In addition, the new and improved BenefitsCheckUp ® Organizational Edition is now available on an annual subscription basis to organizations that can use it to reach out into communities to help even more seniors.

NCOA and its national outreach partners such as AARP, Catholic Charities, USA, Lutheran Services in America, The Salvation Army, Volunteers of America, United Jewish Communities, Jewish Family and Children's Services, Alliance for Children and Families, and the American Association of Homes and Services for the Aging are mobilizing more than 2,000 community organizations across the country to find and help isolated seniors who could benefit from the service. A Spanish language version of BenefitsCheckUp for use by community organizations will be available in the fall of 2003.

BenefitsCheckUp ® is supported by the following: AARP, AOL Time Warner Foundation, Archstone Foundation, FJC - A Foundation of Donor Advised Funds, Lucent Technologies Family Care Development Fund, Pfizer, Pharmaceutical Research and Manufacturers of America (PhRMA), TogetherRX, and the U.S. Department of Commerce. They make BenefitsCheckUp ® available as a free service to the public. The Web site is hosted by AOL's GovernmentGuide.com.

The Organizational Edition and the community outreach effort are funded by Atlantic Philanthropies, the U.S. Department of Commerce, and The Commonwealth Fund.

<http://www.ncoa.org/content.cfm?sectionID=105&detail=417&print...>

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*Founded in 1950, The National Council on the Aging is the nation's first organization dedicated to promoting the dignity, independence, well-being, and contributions of older Americans. NCOA serves as a national voice and powerful advocate on behalf of older Americans. NCOA is an innovator, developing programs such as BenefitsCheckUp, Foster Grandparents and Family Friends. NCOA is an activator, working with its thousands of community organization members nationwide to provide needed services to older people. For more information on NCOA, visit [www.ncoa.org](http://www.ncoa.org).*

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